

Talking Book Advisory Committee Meeting
Wednesday, June 1, 2011
Idaho Commission for Libraries River Room
9:30 am-1:30 pm

Meeting purpose: To update committee members on Talking Book Service activities and goals

Desired outcomes: By the end of the meeting, participants will:

1. Provide input on future TBS Awareness Day activities
2. Share ideas about outreach using the Public Service Announcement
3. Provide feedback on potential new members for the committee
4. Develop ideas for increasing BARD enrollment and use
5. Have an understanding of how the LiLI database can be used by those requiring print alternatives

Meeting leader: Sue Walker

Meeting facilitator: Stephanie Bailey-White

Recorder: Tina Schilling

AGENDA

Meeting set-up: meeting purpose, outcomes, agenda review, announcements	Stephanie	<ul style="list-style-type: none"> • Inform 	10 minutes
TBS Awareness Day plus/delta	All	<ul style="list-style-type: none"> • List • Discuss • Agree 	30 minutes
PSA viewing, outreach	Sue/All	<ul style="list-style-type: none"> • Share • Discuss 	30 minutes
NLS Site Visit	Sue	<ul style="list-style-type: none"> • Present • Clarify 	20 minutes
BARD discussion	Sue	<ul style="list-style-type: none"> • Present • Brainstorm • Decide 	30 minutes
Updates	All	<ul style="list-style-type: none"> • List • Discuss 	30 minutes
New members	All	<ul style="list-style-type: none"> • Discuss • Recommend 	20 minutes
Break	All		20 minutes
LiLI demo	Gina	<ul style="list-style-type: none"> • Present • Clarify 	30 minutes
Next steps	All	<ul style="list-style-type: none"> • List • Assign 	10 minutes
Meeting review	All	<ul style="list-style-type: none"> • List 	5 minutes
Next meeting (note date change): Wed., Sept. 28 th , 9:30 am-1:30 pm			

Present: Barbara Nolan, Dorothy Ogden, Jeanne Farnworth, Mary Ellen Halverson, Mike Gibson, Sue Niewenhous, Judy Mooney, Loretta Paine, Terri King, Stephanie Bailey-White (facilitator), Sue Walker (meeting leader), Tina Schilling (recorder)

TBS Awareness Day Plus/Delta:

Sue presented the Plus/Delta that the TBS Awareness Day committee come up with and asked for more input from the Advisory Committee. Comments were added to the list. A discussion took place about future Awareness Day plans:

- Encourage libraries to have a permanent TBS display.
- Survey participating libraries to get their input for frequency of TBS Awareness Day.
- Maybe do something for public libraries every year and the big event every other year.
- Possibly have patrons “one reach one” testimonials from students and others.

PSA Viewing, Outreach:

Sue presented the TBS PSA that was created with some TBS patrons. It was well received by the committee. Ideas for distributing:

- Play on radio year round.
- TV – Fall and Winter.
- Include in library survey input about PSA’s on radio and TV.
- Have public libraries put it on their web sites.
- Have a URL on YouTube.
- Have libraries show the PSA on the Digital photo frames they got through Teens and Tech.
- Make it a part of outreach.

Updates:

Jeanne – Gearing up for Summer Reading – distributed 1200 backpacks. Doing book clubs with the Senior groups. (Will share names and contact information to add them to the TBS outreach data base). Also doing Senior Games.

Barbara – Expanding outreach. Working with the First Books afterschool program and the Transforming Life After 50.

Mary Ellen – Attended the Federation for the Blind state conference in April and will be attending the National conference in July.

Sue N. – Working on a new web page and getting ready for the new LILi Data bases.

Sue W. – ALA did Library snapshot day. It was done on April 19th for TBS. Sue will share numbers in the newsletter. There is going to be a donation button for TBS on the ICFL website where donations can be made using a credit card. This year a donation envelope will go out with the large print calendars in the fall. NLS approved institutions to get BARD accounts but still doesn’t allow public libraries to have full accounts, just demo accounts. Locally produced books will be available to download through our catalog starting in July and through the Shelf Project can access other states as well.

BARD:

800 patrons are signed up with a 150 users in any given month downloading.

More than 20,000 titles.

Goal to increase number of BARD users.

Should we focus on registered but inactive or brand new people?

More downloading results in less work for staff.

Mary Ellen loves BARD because no due date – likes reading 3 to 4 books. Seemed complicated at first, would like simple instructions. Searches through TBS catalog are more efficient than through BARD.

Mike thinks patrons might be overwhelmed by the downloading process.

Getting people over the hump is a challenge – takes 3 or 4 times walking through it- need some hands on help then have them do it.

Could some step by step instructions be created? Hard to find books, awkward.

Terminology gets tricky – jargon is a barrier.

One teacher is downloading for students – need easy Braille instructions.

Mary Ellen will share her easy instructions and review the TBS instructions to make suggestions.

First step is a follow up with registered BARD users and reconfirm they have broadband. Lapse in memory or no home help.

Public library staff have a hard time with regular downloadable books – not sure how easy it will be for TBS.

Public libraries can get demo accounts.

Handout/info for Jeanne at ILA.

Might get some pilot library sites.

Encourage patrons to use TBS catalog for easier access.

Ask current BARD users if they have a cartridge and cable to make it easier.

New Members:

There are currently two vacant positions on the Committee. To look at possible new members..

VA

Younger users

A parent – NFB

Senior Solutions

United Cerebral Palsy

LINC

Magic Valley Area

Hispanic population

Will look at Sue Sebranec as a user in this area and someone from LINC in the Twin Falls area.

LiLI Demo:

Gina Persichini gave a brief over view of LiLI and demonstrated the new Data base World Book.

Readability.com

Next Steps:

Contact potential new members.

Mary Ellen will send information to Sue W. how she downloads books.

PSA Air time.

PSA link to YouTube.

Ask public libraries to see if they want to link the PSA to their websites.

Survey libraries that participated in TBS Awareness Day.

Survey BARD users to learn about obstacles in downloading.

Meeting Review**Plus/Delta:**

Good PSA

Done early